

**ORDER**

KSNV

**Orders**

Order / Rev: 105177

Alt Order #: 06839190

Product Desc: JOE HECK 4 CONGRESS

Estimate: 2580

Flight Dates: 08/07/12 - 08/20/12

Original Date / Rev: 08/06/12 / 08/09/12

Order Type: GENERAL

Primary AE: Amy McCreary

Sales Office: BLPHI

Sales Region: National

**Agency**

Name: Strategic Media Placement, Inc.

Buying Contact:

Billing Contact:

7669 Stagers Loop

Delaware, OH 43015

Billing Type: Cash

Billing Calendar: Broadcast

Billing Cycle: EOM/EOC

Agency Commission: 15%

**Advertiser**Name: Heck, Joe for Congress *Revised*

Demographic: A35+

Product Codes: PLC02

Priority: SELECT PRIORITY CODE

Revenue Codes: POLITICAL/AGY, PCAN, GEN

New Business Thru:

Order Separation: 00:15:00

Advertiser External ID:

Agency External ID:

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/20/12	21	\$23,550.00	\$20,017.50

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	21	\$23,550.00	\$20,017.50	0.00
<b>Totals</b>	<b>21</b>	<b>\$23,550.00</b>	<b>\$20,017.50</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	08/13/12	08/16/12	M-F 6-7a WakeUp w/Wa@M M-F 6-7a WakeUp w/Wagners		6-7a	MT-T---	:30	3	\$700.00	1	0.00	NM	3	\$2,100.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	MT-T---					3	\$700.00		0.00			
E 2	KSNV	08/20/12	08/20/12	M-F 6-7a WakeUp w/Wa@M M-F 6-7a WakeUp w/Wagners		6-7a	M-----	:30	1	\$700.00	1	0.00	NM	1	\$700.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	M-----					1	\$700.00		0.00			
E 3	KSNV	08/13/12	08/17/12	Face to Face w/ RalstonCM Face to Face w/ J.Ralston		730-758pm	MTWTF--	:30	5	\$800.00	1	0.00	NM	5	\$4,000.00
FACE TO FACE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	MTWTF--					5	\$800.00		0.00			
E 5	KSNV	08/07/12	08/10/12	News 3 Olympic Zone CM News 3 Olympic Zone		7:30-8:00PM	-TWTF--	:30	4	\$750.00	2	0.00	NM	4	\$3,000.00
OLYMPIC ZONE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	-TWTF--					4	\$750.00		0.00			
E 6	KSNV	08/18/12	08/18/12	Saturday Today CM Saturday Today		7a-9am	-----S-	:30	1	\$625.00	1	0.00	NM	1	\$625.00
SAT TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	-----S-					1	\$625.00		0.00			

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 7	KSNV	08/19/12	08/19/12	Sunday Today Sunday Today	CM	7a-8am	-----S	:30	1	\$625.00	1	0.00	NM	1	\$625.00
SUN TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/13/12	08/19/12	-----S			1		\$625.00		0.00				
E 8	KSNV	08/07/12	08/10/12	Olympics Daytime Week Olympics Daytime Weekdays	CM	9am-4pm	-TWTF--	:30	4	\$1,200.00	3	0.00	NM	4	\$4,800.00
OLYMPIC DAYTIME															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/06/12	08/12/12	-TWTF--			4		\$1,200.00		0.00				
E 9	KSNV	08/11/12	08/11/12	Olympics Primetime Olympics Primetime	CM	7pm-12am	-----S-	:30	1	\$6,000.00	3	0.00	NM	1	\$6,000.00
OLYMPIC PRIME															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/06/12	08/12/12	-----S-			1		\$6,000.00		0.00				
E 10	KSNV	08/12/12	08/12/12	Olympics Daytime Week Olympics Daytime WEEKEND	CM	4am-6pm	-----S	:30	1	\$1,700.00	3	0.00	NM	1	\$1,700.00
OLYMPIC DAYTIME															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/06/12	08/12/12	-----S			1		\$1,700.00		0.00				
													Totals	21	\$23,550.00